

## ABSTRACT

Marketing has shifted from a transaction emphasis to a customer relationship focus. Customers have become partners, and firms must set long-term commitment programs to maintain and strengthen those relationships with their customers. The rapid growth of the service sector including the business-to-business (b2b) service segment requires better understanding of customer relationship and retention in the b2b context. The objectives of this research are: (1) to develop a model to predict how trade show performance influences business-to-business (b2b) service buying behavioral intentions, and (2) to examine the effects of these determinants both directly and indirectly on behavioral intentions. The research empirically tests a model of service quality, trade show performance, perceived risk, perceived value, and satisfaction constructs incorporated into an integrative model which impacts on the organization service buying behavioral intentions in the Thai trade show context. Trade show performance can be divided into two constructs, selling performance and sales support process. This study attempts to examine sales supportive service as a mediating construct incorporated to other key drivers that directly and indirectly interact to firm behavioral intentions. The theoretical b2b service quality model of INDSERV (Gounaris 2005) was also applied in this research model.

Structural equation modeling was used to test the proposed theoretical applied model. The 482 samples were obtained from executives of exhibiting firms that participated trade shows during the year 2007 through systematic random sampling. The results demonstrate that the data in this study achieved an acceptable level of measurement reliability and validity. Both measurement and structural model were demonstrated with good fit indices of model to data. All proposed hypotheses were tested both direct and indirect paths among constructs. Three mediating affects were tested by the Sobel statistic. The results suggest that the sales support process construct performed a mediating role between service quality and perceived value. The results also confirm two mediators of perceived value and satisfaction which have been

debated in the literature. This finding confirms previous studies which support the "value → satisfaction model" concept (e.g. Lam *et al.* 2004; Yang and Peterson 2004; Choi *et al.* 2004; Paterson and Spreng 1997) which point out the positive link between customer value and satisfaction. The "value → satisfaction model" concept can also be identified in either frequency, experience service buyer (Sweeney and Soutar 2001), or post-purchase perspective (Eggert and Ulaga 2002) in b2b Thai trade show context. In this present study, there was no direct link exists between perceived value → behavioral intentions. The findings support the link between perceived value → behavioral intentions which is mediated by satisfaction that argued by Fornell *et al.*, (1996), Lam *et al.*, (2004), and Patterson and Spreng (1997) in b2b Thai trade show context.

Comparing the effect between sales support performance and service quality to constructs that impact on organization service buying behavioral intentions (BI), the relationship from sales support service to perceived value (PV) has the higher significant correlation ( $\beta = 0.54$ ), whereas the relationship between perceived service quality (SQ) and perceived value is significantly lower ( $\beta = 0.32$ ). This research model in business setting covers service support process concepts incorporated with other key constructs to influence decision-making behavioral intentions of exhibitors which can predict behavioral intentions of word of mouth communication, repurchase intentions. The findings of this research will assist organizers and business practitioners to understand both direct and indirect impacts of key constructs and to improve knowledge of customer relationship management in b2b service repurchase.